



# Small Shifts, Real Change (and What Actually Works for Women Over 40)



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## Welcome!

If you're here, you're likely doing many things "right" and still feeling frustrated that your results aren't matching your effort. This guide is here to gently remind you of something important.

You are not the problem.

After 40, your body responds differently than it used to. Stress, sleep, energy, and daily demands can all feel heavier, even when your habits haven't changed.

That's why pushing harder or trying to be more disciplined often backfires.

This guide introduces **four small shifts** designed to support real, sustainable change without pressure or perfection.



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## *Why habits feel harder after 40*

If healthy habits feel harder than they used to, there's a real reason for that.

After 40, your body is going through natural shifts that affect how you feel day to day. Hormones act as messengers in the body, and when they change, they influence almost everything.

That includes:

- **Energy.** You may notice more ups and downs, even when you're doing all the "right" things.
- **Mood.** Hormonal changes can affect patience, motivation, and emotional resilience.
- **Sleep.** Sleep may be lighter, more disrupted, or less refreshing, which impacts everything else.
- **Digestion.** Your gut may be more sensitive, slower, or reactive to foods that never bothered you before.
- **Menstrual cycle.** Cycles may become irregular, heavier, lighter, or unpredictable, adding another layer of stress and fatigue.

When these systems are in sync, we tend to feel like ourselves. When they're not, habits require more effort.

This isn't failure. It's biology and life stage.

The good news is that small, supportive changes can help your body find its rhythm again, without perfection.



## *Shift 1: Growth Mindset*

### **From self-judgment to self-support**

A growth mindset means believing that change is possible, not because you're perfect or disciplined, but because you're willing to practice. Small steps, repeated with compassion, create real change over time.

Many women believe motivation should come first. In reality, action creates motivation, not the other way around.

When habits feel hard, it's easy to think:

- "What's wrong with me?"
- "Why can't I stick with this?"

But struggling is not a personal failure. It's often about your system (collection of habits) and not a willpower issue.

You can get better at anything you repeatedly do. Ask what one small thing I can practice today? Or what needs to change in my daily routine? Small actions, practiced consistently, create real change.



## A Growth mindset is your superpower.

A slip is not a stop sign. A slip is information. Because habits don't stick when people never mess up. Habits stick when people mess up and recover quickly.

Instead of:

- "I blew it."

Try asking:

- What happened?
- What do I need right now?
- What did I learn?

Reflection

- When I slip, I usually tell myself: \_\_\_\_\_
- What would a kinder, more supportive response sound like instead?

Your "get back on track" phrase:

- "I'm learning."
- "Next choice, best choice."
- "I don't do guilt. I do adjustments."



## *Shift 2: One Habit at a Time*

### **From all-or-nothing to small and steady**

Most people don't fail because they quit. They fail because they start too big. Trying to change everything at once often leads to overwhelm and burnout.

When we make change smaller, it becomes sustainable.

Real change happens when we:

- Focus on one habit
- Choose actions that feel doable
- Value consistency over intensity

Small shifts done consistently matter more than big efforts done occasionally. Five minutes is often enough to feel like you're back on the path. Progress happens one step at a time

When we avoid something we care about, the stress grows. Action relieves anxiety. Even a tiny step helps the nervous system settle.



## Reflection

Ask yourself:

- What is one small action I could take today that would help my future self?

Examples:

- A short walk
  - Add one extra glass of water daily
  - Mindful breathing for one minute a day
  - Add leafy greens to one meal
  - Strength training one day this week
  - Stretching for five minutes
  - Going to bed 15 minutes earlier
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Write down ideas for your small action for this week:



## *Shift 3: Build Habits for Real Life*

### **From perfection to progress**

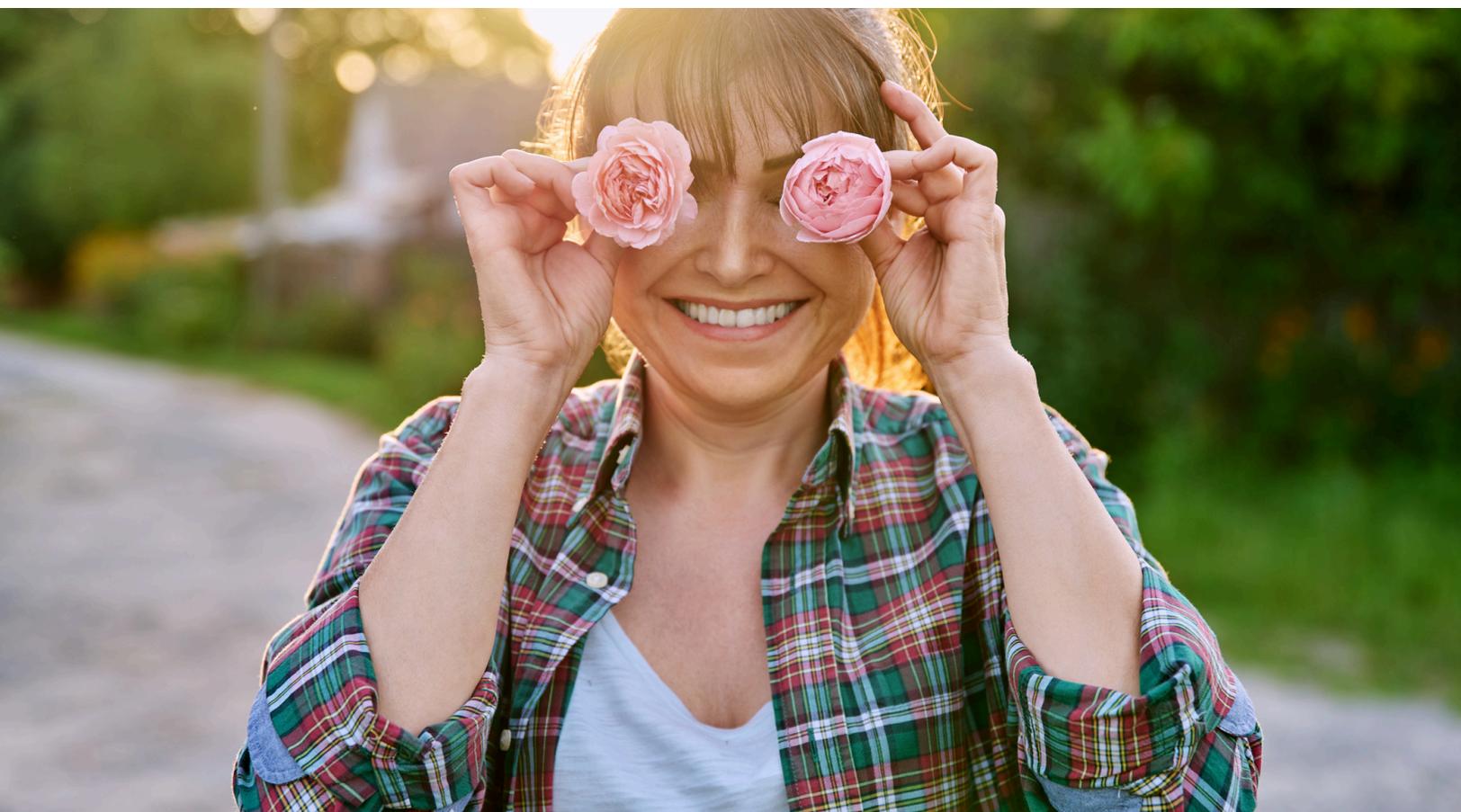
Your habits need to fit your real life, not an ideal version of it.

Motivation goes up and down. Life gets busy. That's normal.

Instead of asking, "What can I do on my best day?" try asking:

"What can I do on my hardest day?"

That's where sustainable habits are built.



## Identity-based habits

Small actions shape who you are becoming. Every small action you take is a vote for the kind of woman you're becoming.

Instead of focusing only on outcomes, consider:

- Who do I want to be in 10 years?
- What small action today supports that version of me?

## Reflection

- On low-energy days, what is the smallest version of this habit I can still do? Break down your ideas even further so it's doable for your real-life.
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## *Shift 4: Support Changes Everything*

### **From doing it alone to being supported**

Change is hard to do alone.

Support increases follow-through, clarity, and confidence. It removes the pressure of having to figure everything out by yourself.

Support looks like:

- Accountability without shame
- Structure without pressure
- Guidance that fits your life

You don't need more rules. You need realistic support.

### **Interactive reflection**

- Where do I feel most stuck right now?
- What kind of support would feel helpful, not overwhelming?

Write one way you could invite support:

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## *Your Next Step*

Most women don't need more information. It means having the right structure, guidance, and accountability to help small shifts actually stick.

Big change doesn't come from doing everything differently. It comes from doing a few things differently, consistently, and with compassion.

Health coaching takes everything you learned from this guide and helps you apply it in your own life, with your schedule, your energy, and your season.

It's a collaborative process that focuses on habits, mindset, and sustainable change. Not quick fixes or perfection-driven.

Coaching helps turn insight into action and action into consistency.

## *A Supportive Reminder*

This guide is not about fixing yourself.  
It's about supporting yourself.

Small shifts create real change.

You don't have to do this perfectly.  
You don't have to do it alone.



# Hi, I'm Coach Lori!

I'm a health coach who works with women over 40 who are doing their best but still feel stuck, frustrated, or confused about why what used to work no longer does.

I believe in simple, sustainable change. I'm not about perfection. I'm about progress that fits real life.

After years of coaching women through perimenopause, menopause, weight changes, stress, and habit burnout, I've learned this: most women don't need more rules. They need clarity, support, and a plan that works with their body and their season of life.

That's why I focus on small shifts that create real change, without pressure or shame.

If this guide resonated with you, you don't have to do this alone. Support can make all the difference.

If you'd like personalized support and a clear, realistic plan tailored to you, [you're invited to book a free health coaching session.](#)

Looking forward to talking with you for small shifts to create a big change!



## Contact Information

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